

**Remit Address:**

**WCAU**  
**PO Box 402492**  
**Atlanta, GA 30384-2492**  
**Main: (610) 668-5510**  
**Billing:**

www.nbcphiladelphia.com

**Billing Address:**

**SRCPMEDIA**  
**Attention: Accounts Payable**  
**201 NORTH UNION STREET**  
**SUITE 200**  
**ALEXANDRIA, VA 22314**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12100328
Product	Tue-Mon week	Invoice Date	10/28/12
Estimate Number	321	Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/23/12
Station	WCAU	Order #	341691
Account Executive	Aaron Zeligson	Alt Order #	WOC10035704
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/16/12 - 10/23/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WCAU	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F								
	LUR										
					10/16/12 to 10/22/12	5x	MTWTF--				
	WCAU			Tu	10/16/12	:30	5:30 AM	TS12TV14H	\$200.00		1
	WCAU			W	10/17/12	:30	5:23 AM	TS12TV14H	\$200.00		3
	WCAU			Th	10/18/12	:30	5:44 AM	TS12TV14H	\$200.00		5
	WCAU			F	10/19/12	:30	5:24 AM	TS12TV14H	\$200.00		4
	WCAU			M	10/22/12	:30	5:23 AM	TS12TV14H	\$200.00		2
2	WCAU	6A-7A M-F	6A-7A M-F								
					10/16/12 to 10/22/12	4x	-TWTF--				
	WCAU			Tu	10/16/12	:30	6:28 AM	TS12TV12H	\$550.00		3
	WCAU			W	10/17/12	:30	6:43 AM	TS12TV12H	\$550.00		2
	WCAU			Th	10/18/12	:30	5:59 AM	TS12TV12H	\$550.00		1
	WCAU			F	10/19/12	:30	6:44 AM	TS12TV12H	\$550.00		5
3	WCAU	7A-9A TODAY SHOW	7A-9A M-F								
	CDR										
					10/16/12 to 10/22/12	8x	-TWTF--				
	WCAU			Tu	10/16/12	:30	7:59 AM	TS12TV14H	\$950.00		1
	WCAU			Tu	10/16/12	:30	8:51 AM	TS12TV12H	\$950.00		8
	WCAU			W	10/17/12	:30	7:23 AM	TS12TV14H	\$950.00		7
	WCAU			W	10/17/12	:30	8:33 AM	TS12TV12H	\$950.00		2
	WCAU			Th	10/18/12	:30	7:24 AM	TS12TV14H	\$950.00		3
	WCAU			Th	10/18/12	:30	8:29 AM	TS12TV12H	\$950.00		6
	WCAU			F	10/19/12	:30	7:59 AM	TS12TV14H	\$950.00		4
	WCAU			F	10/19/12	:30	8:43 AM	TS12TV12H	\$950.00		10

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Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
4	WCAU	7A-9A SATURDAY	7A-9A SA								
	CDR										
				10/15/12 to 10/21/12	1x	-----S-					
	WCAU			Sa	10/20/12	:30	8:58 AM	TS12TV14H	\$650.00		1
5	WCAU	6A-8A SUNDAY	6A-8A SU								
	LUR										
				10/15/12 to 10/21/12	2x	-----S					
	WCAU			Su	10/21/12	:30	6:15 AM	TS12TV12H	\$150.00		2
	WCAU			Su	10/21/12	:30	6:38 AM	TS12TV14H	\$150.00		1
6	WCAU	9A-10A TODAY SHOW 2	9A-10A M-F								
	LUR										
				10/16/12 to 10/22/12	8x	-TWTF--					
	WCAU			Tu	10/16/12	:30	9:28 AM	TS12TV14H	\$300.00		6
	WCAU			Tu	10/16/12	:30	9:59 AM	TS12TV12H	\$300.00		1
	WCAU			W	10/17/12	:30	9:28 AM	TS12TV14H	\$300.00		2
	WCAU			W	10/17/12	:30	9:59 AM	TS12TV12H	\$300.00		9
	WCAU			Th	10/18/12	:30	9:28 AM	TS12TV14H	\$300.00		3
	WCAU			Th	10/18/12	:30	9:51 AM	TS12TV12H	\$300.00		10
	WCAU			F	10/19/12	:30	9:29 AM	TS12TV14H	\$300.00		4
	WCAU			F	10/19/12	:30	9:51 AM	TS12TV12H	\$300.00		8
7	WCAU	8-10A SUNDAY	758A-956A SUNDAY								
	CDR										
				10/15/12 to 10/21/12	3x	-----S					
	WCAU			Su	10/21/12	:30	8:29 AM	TS12TV12H	\$500.00		3
	WCAU			Su	10/21/12	:30	8:57 AM	TS12TV14H	\$500.00		2

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
7	WCAU	8-10A SUNDAY	758A-956A SUNDAY								
	CDR										
	WCAU			Su	10/21/12	:30	9:28 AM	TS12TV12H	\$500.00		1
8	WCAU	10A-11A TODAY SHOW 3	10A-11A M-F								
	CDR										
				10/16/12 to 10/22/12	10x	MTWTF--					
	WCAU			Tu	10/16/12	:30	10:44 AM	TS12TV14H	\$425.00		1
	WCAU			Tu	10/16/12	:30	10:59 AM	TS12TV12H	\$425.00		7
	WCAU			W	10/17/12	:30	10:29 AM	TS12TV14H	\$425.00		2
	WCAU			W	10/17/12	:30	10:59 AM	TS12TV12H	\$425.00		8
	WCAU			Th	10/18/12	:30	10:46 AM	TS12TV14H	\$425.00		3
	WCAU			Th	10/18/12	:30	10:59 AM	TS12TV12H	\$425.00		10
	WCAU			F	10/19/12	:30	10:29 AM	TS12TV14H	\$425.00		4
	WCAU			F	10/19/12	:30	10:51 AM	TS12TV12H	\$425.00		9
	WCAU			M	10/22/12	:00			<del>\$425.00</del>	See MG 8.13	11
		DNA-NEWS SPL REPORT									
	WCAU			M	10/22/12	:00			<del>\$425.00</del>	See MG 8.13	12
		DNA-NEWS SPL REPORT									
	WCAU	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F	Tu	10/23/12	:30	5:21 PM	TS12TV14H	\$850.00	MG for 8.11,8.12	13
9	WCAU	3P-4P M-F ELLEN	3P-4P M-F								
	LUR										
				10/16/12 to 10/22/12	8x	-TWTF--					
	WCAU			Tu	10/16/12	:30	2:59 PM	TS12TV14H	\$350.00		1
	WCAU			Tu	10/16/12	:30	3:38 PM	TS12TV12H	\$350.00		8
	WCAU			W	10/17/12	:30	3:21 PM	TS12TV14H	\$350.00		6

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
9	WCAU	3P-4P M-F ELLEN	3P-4P M-F								
	LUR										
	WCAU			W	10/17/12	:30	3:49 PM	TS12TV12H	\$350.00		2
	WCAU			Th	10/18/12	:30	3:19 PM	TS12TV14H	\$350.00		3
	WCAU			Th	10/18/12	:30	3:38 PM	TS12TV12H	\$350.00		10
	WCAU			F	10/19/12	:30	3:22 PM	TS12TV14H	\$350.00		4
	WCAU			F	10/19/12	:30	3:46 PM	TS12TV12H	\$350.00		7
10	WCAU	4P-5P NBC10 NEWS	4-5P M-F								
	LUR										
					10/16/12 to 10/22/12	8x	- TWTF - -				
	WCAU			Tu	10/16/12	:30	4:16 PM	TS12TV14H	\$400.00		10
	WCAU			Tu	10/16/12	:30	4:46 PM	TS12TV12H	\$400.00		1
	WCAU			W	10/17/12	:30	4:24 PM	TS12TV14H	\$400.00		6
	WCAU			W	10/17/12	:30	4:39 PM	TS12TV12H	\$400.00		2
	WCAU			Th	10/18/12	:30	4:13 PM	TS12TV14H	\$400.00		8
	WCAU			Th	10/18/12	:30	4:40 PM	TS12TV12H	\$400.00		3
	WCAU			F	10/19/12	:30	4:30 PM	TS12TV14H	\$400.00		9
	WCAU			F	10/19/12	:30	4:52 PM	TS12TV12H	\$400.00		4
11	WCAU	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F								
	LUR										
					10/16/12 to 10/22/12	8x	- TWTF - -				
	WCAU			Tu	10/16/12	:30	4:58 PM	TS12TV14H	\$475.00		1
	WCAU			Tu	10/16/12	:30	5:24 PM	TS12TV12H	\$475.00		6
	WCAU			W	10/17/12	:30	5:11 PM	TS12TV14H	\$475.00		2
	WCAU			W	10/17/12	:30	5:53 PM	TS12TV12H	\$475.00		10

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	WCAU			F	10/19/12	:30	5:12 PM	TS12TV14H	\$475.00		9
	WCAU			F	10/19/12	:30	5:42 PM	TS12TV12H	\$475.00		4
12	WCAU	6P-630P NBC10 NEWS	6P-630P M-F								
	CDR										
					10/16/12 to 10/22/12	4x	- TWTF - -				
	WCAU			Tu	10/16/12	:30	6:24 PM	TS12TV14H	\$950.00		1
	WCAU			W	10/17/12	:30	6:29 PM	TS12TV14H	\$950.00		3
	WCAU			Th	10/18/12	:30	6:24 PM	TS12TV14H	\$950.00		5
	WCAU			F	10/19/12	:30	5:59 PM	TS12TV14H	\$950.00		4
13	WCAU	6P-630P SA/SU	6P-630P SA/SU								
	CDR										
					10/15/12 to 10/21/12	2x	-----SS				
	WCAU			Sa	10/20/12	:00			<del>\$950.00</del>	See MG 13.3	2
					PREEMPT-PROGRAM CHANGE						
	WCAU			Su	10/21/12	:30	6:10 PM	TS12TV14H	\$950.00		1
	WCAU	6P-630P SU NEWS AT 6P	6P-630P SU	Su	10/21/12	:30	6:26 PM	TS12TV12H	\$950.00	MG for 13.2 10/20	3
14	WCAU	7P-730P M-F	7P-730P M-F								
	CDR										
					10/16/12 to 10/22/12	5x	MTWTF--				
	WCAU			Tu	10/16/12	:30	7:25 PM	TS12TV12H	\$1,150.00		1
	WCAU			W	10/17/12	:30	7:25 PM	TS12TV14H	\$1,150.00		2

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Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
14	WCAU	7P-730P M-F	7P-730P M-F								
	CDR										
	WCAU			Th	10/18/12	:30	7:20 PM	TS12TV12H	\$1,150.00		5
	WCAU			F	10/19/12	:30	7:25 PM	TS12TV12H	\$1,150.00		3
	WCAU			M	10/22/12	:30	7:12 PM	TS12TV12H	\$1,150.00		4
15	WCAU	730P-8P M-F	730P-8P M-F								
	LUR										
				10/16/12 to 10/22/12	5x	MTWTF--					
	WCAU			Tu	10/16/12	:30	7:54 PM	TS12TV14H	\$775.00		1
	WCAU			W	10/17/12	:30	7:54 PM	TS12TV12H	\$775.00		4
	WCAU			Th	10/18/12	:30	7:55 PM	TS12TV14H	\$775.00		2
	WCAU			F	10/19/12	:30	7:55 PM	TS12TV14H	\$775.00		5
	WCAU			M	10/22/12	:30	7:28 PM	TS12TV14H	\$775.00		3
16	WCAU	11-1135P M-F LATE NEWS	11P-1135P								
	CDR										
				10/16/12 to 10/22/12	6x	MTWTF--					
	WCAU			Tu	10/16/12	:30	11:30 PM	TS12TV12H	\$2,400.00		3
	WCAU			W	10/17/12	:30	11:13 PM	TS12TV14H	\$2,400.00		4
	WCAU			Th	10/18/12	:30	11:31 PM	TS12TV12H	\$2,400.00		1
	WCAU			F	10/19/12	:30	11:27 PM	TS12TV12H	\$2,400.00		5
	WCAU			M	10/22/12	:30	11:13 PM	TS12TV14H	\$2,400.00		2
	WCAU			M	10/22/12	:30	11:28 PM	TS12TV12H	\$2,400.00		6
18	WCAU	TONIGHT SHOW W/JAY LENO	1135P-107A								
	CDR										
				10/16/12 to 10/22/12	8x	-TWTF--					

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## FOR LIM INVOICES:

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**Remit Address:**

**WCAU**  
**PO Box 402492**  
**Atlanta, GA 30384-2492**  
**Main: (610) 668-5510**  
**Billing:**

www.nbcphiladelphia.com

**Billing Address:**

**SRCPMEDIA**  
**Attention: Accounts Payable**  
**201 NORTH UNION STREET**  
**SUITE 200**  
**ALEXANDRIA, VA 22314**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12100328
Product	Tue-Mon week	Invoice Date	10/28/12
Estimate Number	321	Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/23/12
Station	WCAU	Order #	341691
Account Executive	Aaron Zeligson	Alt Order #	WOC10035704
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/16/12 - 10/23/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
18	WCAU	TONIGHT SHOW W/JAY LENO	1135P-107A								
	CDR										
	WCAU			Tu	10/16/12	:30	12:10 AM	TS12TV14H	\$700.00		1
	WCAU			Tu	10/16/12	:30	12:32 AM	TS12TV12H	\$700.00		7
	WCAU			W	10/17/12	:30	12:10 AM	TS12TV12H	\$700.00		2
	WCAU			W	10/17/12	:30	12:29 AM	TS12TV14H	\$700.00		8
	WCAU			Th	10/18/12	:30	12:11 AM	TS12TV14H	\$700.00		9
	WCAU			Th	10/18/12	:30	12:30 AM	TS12TV12H	\$700.00		3
	WCAU			F	10/19/12	:30	11:46 PM	TS12TV14H	\$700.00		4
	WCAU			F	10/19/12	:30	12:30 AM	TS12TV12H	\$700.00		10
19	WCAU	8-10P MO THE VOICE	8P-10P								
	LUR										
					10/16/12 to 10/22/12	1x	M-----				
	WCAU			M	10/22/12	:00			<del>\$7,000.00</del>	See MG 19.2	1
	WCAU	8-9P MON THE VOICE	8P-9P								
				M	10/22/12	:30	8:43 PM	TS12TV12H	\$7,000.00	MG for 19.1 10/22	2
21	WCAU	6A-7A M-F	6A-7A M-F								
					10/16/12 to 10/22/12	1x	M-----				
	WCAU			M	10/22/12	:30	6:28 AM	TS12TV12H	\$600.00		1
22	WCAU	7A-9A TODAY SHOW	7A-9A M-F								
	CDR										
					10/16/12 to 10/22/12	2x	M-----				
	WCAU			M	10/22/12	:30	7:29 AM	TS12TV14H	\$1,500.00		1
	WCAU			M	10/22/12	:30	7:59 AM	TS12TV12H	\$1,500.00		2
23	WCAU	TONIGHT SHOW W/JAY LENO	1135P-107A								

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**Billing:**

www.nbcphiladelphia.com

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**201 NORTH UNION STREET**  
**SUITE 200**  
**ALEXANDRIA, VA 22314**

# INVOICE

DUPLICATE

Advertiser	TOM SMITH FOR SENATE	Invoice #	PL12100328
Product	Tue-Mon week	Invoice Date	10/28/12
Estimate Number	321	Invoice Month	October 2012
		Invoice Period	10/01/12 - 10/23/12
Station	WCAU	Order #	341691
Account Executive	Aaron Zeligson	Alt Order #	WOC10035704
Sales Office	Philadelphia NSO	Deal #	
Sales Region	National	Order Flight	10/16/12 - 10/23/12
Billing Calendar	Broadcast	IDB #	
Billing Type	Cash	Advertiser Code	11
Special Handling		Product Code	15
		Agency Ref	66695
		Advertiser Ref	27415

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
CDR											
				10/16/12 to 10/22/12		2x	M-----				
24	WCAU	9A-10A TODAY SHOW 2	9A-10A M-F	M	10/22/12	:30	11:47 PM	TS12TV14H	\$750.00		1
	WCAU			M	10/22/12	:30	12:30 AM	TS12TV12H	\$750.00		2
	WCAU										
LUR											
				10/16/12 to 10/22/12		2x	M-----				
25	WCAU	3P-4P M-F ELLEN	3P-4P M-F	M	10/22/12	:30	9:29 AM	TS12TV14H	\$275.00		1
	WCAU			M	10/22/12	:30	9:50 AM	TS12TV12H	\$275.00		2
	WCAU										
CDR											
				10/16/12 to 10/22/12		2x	M-----				
26	WCAU	4P-5P NBC10 NEWS	4-5P M-F	M	10/22/12	:30	2:59 PM	TS12TV14H	\$750.00		1
	WCAU			M	10/22/12	:30	3:28 PM	TS12TV12H	\$750.00		2
	WCAU										
CDR											
				10/16/12 to 10/22/12		2x	M-----				
27	WCAU	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F	M	10/22/12	:30	4:23 PM	TS12TV14H	\$650.00		1
	WCAU			M	10/22/12	:30	4:44 PM	TS12TV12H	\$650.00		2
	WCAU										
CDR											
				10/16/12 to 10/22/12		2x	M-----				
	WCAU			M	10/22/12	:30	5:14 PM	TS12TV14H	\$850.00		1
	WCAU			M	10/22/12	:30	5:43 PM	TS12TV12H	\$850.00		2
	WCAU										

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# INVOICE

DUPLICATE

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Product	Tue-Mon week	Invoice Date	10/28/12
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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
28	WCAU	6P-630P NBC10 NEWS	6P-630P M-F								
	CDR										
				10/16/12 to 10/22/12	1x	M- - - - -					
	WCAU			M	10/22/12	:30	6:13 PM	TS12TV14H	\$1,150.00		1
29	WCAU	630-7p Nightly News	630-7p								
	LUR										
				10/15/12 to 10/21/12	1x	- - WTF - -					
	WCAU			W	10/17/12	:30	6:51 PM	TS12TV12H	\$1,200.00		1
30	WCAU	VARIOUS/ OVERNIGHT	2a-5a M-SU								
	CDR										
				10/16/12 to 10/22/12	1x	- - WTF - -					
	WCAU			W	10/17/12	:30	2:26 AM	TS12TV12H	\$11.00		1
<b>Aired Spots</b>				<b>111</b>							

<b>Gross Total</b>	<b>\$84,536.00</b>	
<b>Agency Commission</b>	<b>\$12,680.40</b>	
<b>Net Amount Due</b>	<b>\$71,855.60</b>	<b>Payment Terms 30 Days</b>

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